

DATELINE #91 NEW YORK
LISA KEATHLEY

JUNE 23, 1976

NEW YORK'S "LITTLE APPLE"
(INSERTS IN TAPE LIBRARY)

ANNCR: DATELINE: NEW YORK CITY, PICTURES IN SOUND OF PEOPLE, PLACES AND EVENTS IN THE UNITED STATES. TODAY, LISA KEATHLEY'S REPORT ON WHAT NEW YORKERS ARE CALLING THE "LITTLE APPLE." AN ISLAND NEAR MANHATTAN GETTING A NEW LEASE ON LIFE. THE NAME "LITTLE APPLE" IS A PLAY ON WORDS. MANHATTAN IS CALLED "THE BIG APPLE."

NARR: "PARIS HAS ITS GLITTERING ILE DE LA CITE ON THE SEINE, BUDAPEST ITS MERRY MARGARET ISLAND ON THE DANUBE. NEW YORK CITY ALSO HAS AN ISLAND IN THE STREAM THAT MAY SOMEDAY BE AN EQUALLY STIMULATING PLACE TO LIVE OR VISIT." THAT QUOTE FROM TIME MAGAZINE INTRODUCES ROOSEVELT ISLAND, A 4-KILOMETER LONG SLIVER OF EARTH IN THE EAST RIVER, A STONE'S THROW FROM MANHATTAN. FORMERLY A DUMPING GROUND FOR SOCIETY'S CAST-OFFS AND THE SICK, THE ISLAND IS NOW A NEW COMMUNITY...COMPLETE WITH SCHOOLS, SHOPS, APARTMENTS AND A NOSTALGIC MAIN STREET. "THE LITTLE APPLE," AS IT IS AFFECTIONATELY CALLED, WAS PLANNED AS A GREEN AND SPACIOUS COMMUNITY THAT WOULD COMBINE SMALL-TOWN SECURITY WITH MANHATTAN SOPHISTICATION.

THE PROJECT BEGAN IN 1969 WHEN NEW YORK STATE'S URBAN DEVELOPMENT CORPORATION LEASED THE ISLAND FROM NEW YORK CITY FOR 99 YEARS. THE CORPORATION (UDC) TORE DOWN MANY OF THE EYESORES THAT CLUTTERED THE ISLAND AND THEN

NARR: WENT TO WORK ON SOME NEW APARTMENT COMPLEXES. / MONEY
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PROBLEMS HINDERED AND OFTEN HALTED THE ISLAND'S
DEVELOPMENT AND MANY OF THE BUILDINGS THAT WERE PLANNED,
INCLUDING A HOTEL AND OFFICE COMPLEX, HAVE BEEN
INDEFINITELY POSTPONED.

NONETHELESS, / OVER 2100 APARTMENTS HAVE BEEN COMPLETED,
RANGING FROM FEDERALLY ASSISTED LOW INCOME HOUSING TO
MIDDLE AND HIGHER INCOME ACCOMODATIONS.

ROOSEVELT ISLAND ALSO BOASTS A DELICATESSEN, A STATIONERY
STORE AND A BANK. AND LEASES HAVE BEEN SIGNED FOR A
RESTAURANT, A LIQUOR STORE AND A LAUNDRY.

BUT WHAT ABOUT THE PEOPLE WHO HAVE MOVED TO ROOSEVELT
ISLAND, SEVERAL HUNDRED FAMILIES AT THE LATEST COUNT?

TAPE: CUT ONE -- ENRIGHT

"WHEN OUR COMMUNITY STARTED A YEAR AGO LAST MAY,
EVERYONE WAS LOOKING FORWARD TO THE DIFFERENT KIND OF
PEOPLE COMING IN. IT'S A VERY MIXED SOCIETY HERE.
THAT'S WHAT'S WONDERFUL ABOUT IT...BY AGE, BY CREED,
BY ETHNIC BACKGROUND, ECONOMICALLY. AND THAT'S WHAT
ROOSEVELT ISLAND IS. IT'S A TOTAL COMMUNITY WHERE
EVERYBODY BLENDS. IT'S NOT A MATTER OF WHO YOU ARE
OR WHAT YOUR PROFESSION MIGHT BE. IT'S A MATTER OF
YOUR WHOLE PERSONALITY AND HOW ACTIVE YOU WANT TO
BECOME IN THE COMMUNITY."

NARR: MARY ENRIGHT, COMMUNITY RELATIONS DIRECTOR OF
ROOSEVELT ISLAND. SHE HAS BEEN AT HER POST NOW FOR
ALMOST A YEAR, PLANNING ACTIVITIES FOR THE ISLANDERS...
ACTIVITIES RANGING FROM TENNIS LESSONS AND BIKING
GROUPS TO THEATER CLUBS AND ARTS AND CRAFTS CLASSES.
SHE ISSUES A MONTHLY SURVEY CALLED "YOUR INTERESTS"

NARR: TO FIND OUT WHAT ACTIVITIES THE ISLANDERS WOULD LIKE
(CONT'D) TO TRY. THERE ARE ETHNIC DINNERS WHERE EVERYONE BRINGS
A DISH OF FOOD TYPICAL OF ANOTHER LAND, AND MONTHLY
WELCOMING PARTIES FOR NEW RESIDENTS. MARY ALSO INVITES
PEOPLE FROM OUTSIDE THE ISLAND TO SPEAK, READ POETRY
OR PLAY MUSIC TO THE ISLANDERS.

TAPE: CUT TWO -- ENRIGHT

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"I DO VERY OFTEN HAVE CONCERTS HERE AND IN THE SUMMER
MONTHS IT'S IDEAL BECAUSE THESE ARE OUTDOOR CONCERTS.
WE HOLD THEM IN THE COURTYARDS OR IN BLACKWELL PARK.
IT'S NICE ENTERTAINMENT FOR A SUNDAY AFTERNOON, AND
THE PEOPLE SEEM TO ENJOY IT. / THEY COME DOWN,
OCCASIONALLY THEY COME DOWN AND BRING THEIR COCKTAILS
WITH THEM AND JUST SIT AROUND AND TALK. IT'S ANOTHER
WAY OF MEETING YOUR NEIGHBOR AND ENJOYING A PLEASANT
AFTERNOON." /

NARR: THE CHILDREN ARE ALSO AN INTEGRAL PART OF THE ISLAND'S
ACTIVITIES. THERE ARE FREE MOVIES EVERY WEEK, TRIPS
TO MANHATTEN TO VISIT THE MUSEUMS AND A DAY CAMP
IS PLANNED FOR THIS SUMMER. THE ISLAND'S FIVE SCHOOLS
ARE LOCATED RIGHT WITHIN THE APARTMENT COMPLEXES AND
THIS LETS THE CHILDREN, PARENTS AND TEACHERS INTERACT
WITH EACH OTHER AND DEVELOP INTO AN ACTIVE COMMUNITY
UNIT. THE ROOSEVELT SCHOOLS FOLLOW ONE OF THE NEWEST
IDEAS IN EDUCATION...THE OPEN CLASSROOM. SCHOOL
PRINCIPAL CHARLOTTE SCHIFF, EXPLAINS.

TAPE: CUT THREE -- SCHIFF

"WE ARE A SCHOOL WITHOUT WALLS AND EACH OF OUR MINI-
SCHOOLS ARE BUILT THE SAME WAY. THERE ARE NO WALLS
AND NO DOORS SEPARATING THE LEARNING-TEACHING AREAS.
HOWEVER, WE DO HAVE THE CHILDREN SET WITHIN AGE
GROUPINGS. BUT THEY DO MOVE REGARDLESS OF AGE
DEPENDING UPON THEIR LEVEL FOR THAT PARTICULAR SUBJECT.
AND IT'S VERY EASY BECAUSE THERE ARE NO WALLS. THEY

TAPE: JUST GO OVER TO ANOTHER AREA. A CHILD WHO IS IN THE
(CONT'D) SECOND GRADE, BUT MAY BE READING ON A FOURTH GRADE
LEVEL, WILL GO OVER TO THE AREA WHERE THE CHILDREN ARE
WORKING ON A FOURTH GRADE LEVEL FOR THAT PARTICULAR
SUBJECT."

NARR: ROOSEVELT ISLANDERS TRAVEL TO AND FROM MANHATTEN VIA
A NEW AERIAL TRAMWAY THAT OPENED OVER A MONTH AGO.
THE THREE AND ONE HALF MINUTE TRAM RIDE GIVES A
PANORAMIC VIEW OF THE MANHATTAN SKYLINE AS WELL AS
A BIRDSEYE INTRODUCTION TO ROOSEVELT ISLAND.

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CURIOUS VISITORS INUNDATED THE ISLAND THE FIRST
WEEKEND THE TRAM WAS OPEN, LEAVING GARBAGE AND BROKEN
WINDOWS BEHIND THEM. ACCORDING TO MARY ENRIGHT, THE
ISLANDERS WERE VERY SURPRISED AND DISTURBED. /

TAPE: CUT FOUR -- ENRIGHT

"OUR RESIDENTS WELCOME VISITORS TO THE ISLAND. THEY'RE
HAPPY TO HAVE THEM COME OVER AND SEE WHAT KIND OF
COMMUNITY IT IS AND TO TALK TO THEM ABOUT THE
COMMUNITY. BUT THEY NEVER ANTICIPATED THIS NUMBER
OF PEOPLE, NOR DID WE FOR THAT MATTER. SO WE'RE WORKING
NOW TO ESTABLISH SOME CONTROLS. WHAT WE'RE GOING TO
DO IS CONTROL THE NUMBERS THAT COME OVER AT ONE TIME."

NARR: DESPITE GROWING PAINS, ROOSEVELT ISLAND'S RESIDENTS
SEEM TO BE DELIGHTED WITH THEIR PEACEFUL COMMUNITY AND
ALL ITS ACTIVITIES. AND MARY ENRIGHT SEES NOTHING
BUT GROWTH AND BETTER THINGS TO COME FOR NEW YORK'S
"LITTLE APPLE."

TAPE: CUT FIVE -- ENRIGHT

"I THINK THAT AS WE GROW, ALL OF THE ACTIVITIES WILL
INCREASE AND WILL BECOME BROADER. I FEEL THAT
ROOSEVELT ISLAND, WHILE IT IS NATIONALLY KNOWN NOW
AS AN ISLAND, WILL BECOME NATIONALLY KNOWN AS A
COMMUNITY. WE'LL SET AN EXAMPLE AS A MATTER OF

TAPE: FACT AND THAT IS OUR AIM, AND I THINK WE'RE WELL ON
(CONT'D) THE WAY TO DOING THAT. I FEEL IT WILL BECOME A
COMMUNITY THAT WILL BE MAYBE EVEN A PRECEDENT BECAUSE
OF THE LIFESTYLE HERE, BECAUSE OF THE INTEREST AND
PRIDE OF THE PEOPLE IN THEIR OWN COMMUNITY. I MEAN
THAT SINCERELY."

NARR: ROOSEVELT ISLAND, THE "NEW TOWN," SETTING AN EXAMPLE
FOR OTHER NEW TOWNS ACROSS THE COUNTRY.

ANNCR: DATELINE, NEW YORK.... PROFILE OF AN ISLAND COMING
ALIVE FOR PEOPLE. JOIN US AGAIN! NEXT -----
FOR ANOTHER DATELINE.

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